

MANITOBA CALLING



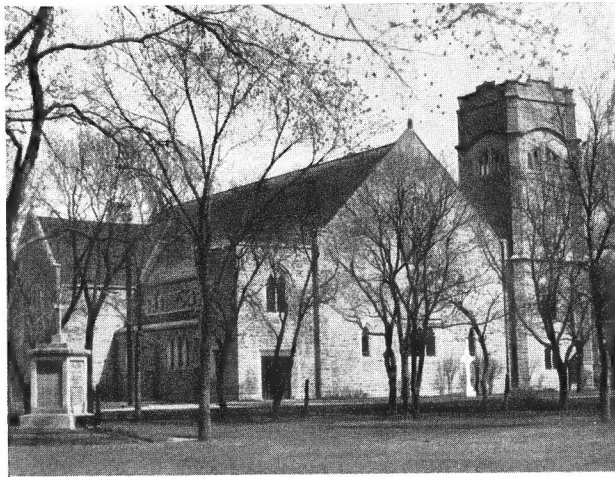
SPEED THE VICTORY

"Although recent war news has been extremely favourable, I am sure that Canadians know that a severe and costly struggle is ahead. Our fighting forces are at full grips with the enemy and I am confident that Canadians at home will lend their full support by the purchase of Canada's Fifth Victory Loan bonds."

"Hon. J. L. Ilsley"

CKY — CKX
Radio Branch
MANITOBA
TELEPHONE
SYSTEM

Winnipeg Churches



First Presbyterian Church



Vol. VII, No. 10.	Address all communications to Public Relations Department, Radio Branch, Manitoba Telephone System, Winnipeg.	October, 1943. 12 Issues, 60c. Post Free.
Single Copy 5c		

A Tribute

In this, and the previous issue of "Manitoba Calling", we have announced the return of many of the radio personalities whose offerings have become a part of our regular listening fare.

Whether it be in field of comedy, drama or music, their talents bring us entertainment and respite from our work.

In pre-war years the summer lay-offs meant to these artists time for relaxation from the strain and pressure of their exacting work. Since the outbreak of war, however, and especially in the past summer season these "good troupers" have directed their energies to the entertainment of troops both at home and abroad. Unselfishly, and with little thought for personal comfort or safety, they have brought hours of pleasure to thousands upon thousands of men and women of the armed forces, whose war duties have taken them from their civilian habits.

We salute these men and women—not only the great names, but also the "ordinary radio folk"—who are doing a real job in maintaining morale and spreading cheer amongst our fighting forces at home and overseas.



"Share the Wealth"

Master of Ceremonies Stan Francis presents a winning contestant with her portion of a "Share the Wealth" award.

Personnel-ities

Latest members of the CKY staff to join His Majesty's Forces are operators C. M. "Dibbs" Woods and Peter Burgess. Peter reported for training in the R.C.A.F. on September 15, and left immediately for an Eastern centre.

"Dibbs" Woods reported for duty with the Army on Monday, September 27, after almost fifteen years of service with CKY.

Newest member of CKY's operating staff is Ed. McKenzie, a Winnipegger who came to us from a Montreal station.

At CKX, Brandon, several changes in personnel are in the making. Announcer Dwayne Johns joined the ranks of the R.C.A.F. and left on Saturday, September 25, to take-up his new duties.

Bob Churcher, also of the CKX announcing staff, will don his "navy blues" sometime in October for service with the R.C.N.V.R.

E. Humphrey Davies has recently taken over the duties of Chief Announcer at CKX, and will act in a supervisory capacity as Chief Transmitter Operator, his former position.

Newest additions to the CKX staff are Gordon Garrison as announcer, and Derek Nelson, transmitter operator.

"THE SUNDAY SCHOOL OF THE AIR"

"The Sunday School of the Air", to be broadcast on CKY every Sunday at 9.45 a.m., commencing October 3rd, is a presentation of the Christian Education Council of Manitoba. The broadcasts are being prepared and produced by the Radio Committee of the Council.

Five Denominations are co-operating in the presentation of these programmes: The Anglican, Baptist, Presbyterian, United Churches and the Church of The Nazarene. As there are large areas in Manitoba where children cannot attend regular sessions of Sunday Schools, and consequently are receiving practically no religious instruction, the broadcasts are being undertaken for two major reasons: In order "to reach the unreached with Christian Teaching", and to co-operate in one vital broadcast for the common good.

"The Sunday School of the Air" will consist of a lesson in narrative form, into which is woven portions of the scripture passage. Arrangements have been made by the music committee for the best junior choirs of the Church Schools of Winnipeg to lead the Worship of Praise.

PLAY BALL!

The 1943 World Series Baseball Games will be heard on CKY and CKX, sponsored by the Gillette Safety Razor Company. The first three games will be played in New York on October 5, 6, and 7, with the broadcasts commencing at 12:45 p.m.

The regular one o'clock news broadcast and messages will be presented one hour earlier, at 12 o'clock noon, on these three days.

The remaining games necessary to complete the World Series will be broadcast from St. Louis, commencing October 9, at 1:15 p.m. daily, following the news and messages at their regular time.

"SECRET SERVICE SCOUTS"

The "Secret Service Scouts" are "in action" again in another interesting series for juvenile listeners. The story concerns the adventures of a former Intelligence Service Officer now confined to a wheel chair, and three intrepid youngsters, Tom, Dick and Jerry. Counter-espionage brought up to the moment is the theme of "Secret Service Scouts", presented on CKY by the Canada Starch Company every Tuesday and Thursday at 5:00 p.m.



The "Scouts" in Action

"A Woman of America"



Anne Seymour and James Monks as
Prudence Dane and Wade Douglas
in "A Woman of America"

Launched over a great network of American and Canadian stations on September 27, the dramatic serial, "A Woman of America", replaces "The Story of Mary Marlin", formerly heard in the same period.

"A Woman of America" is an epic radio story of the Westward trek of a covered wagon train in 1865, recounting the hardships and adventures which beset a band of twenty families which headed West from Sandspoint, Pennsylvania, just after the Civil War.

Anne Seymour, as Prudence Dane, portrays the role of a young pioneer mother. James Monks plays the part of the swashbuckling Southerner, Wade Douglas, and Larry Robinson is heard as John Dane, Jr.

"A Woman of America", presented by the makers of Ivory Snow, is heard every Monday through Friday at 2:00-2:15 p.m. (CKY-CKX).



"Manitoba

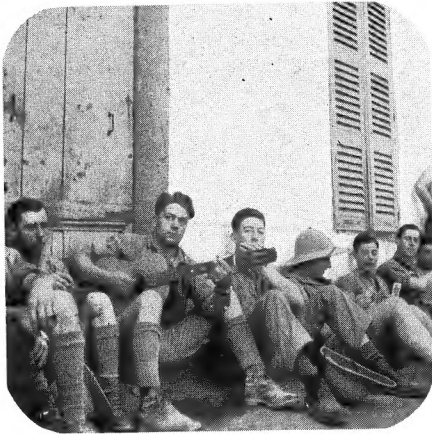


Calling"

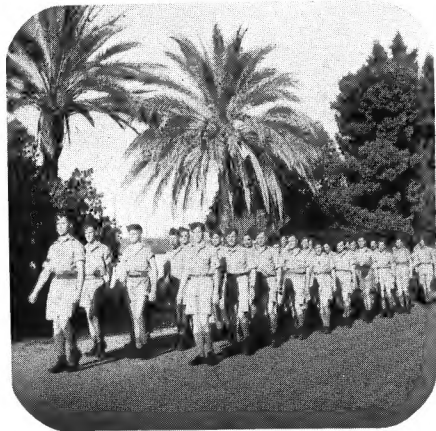


"Somewhere in North Africa"

A unique and interesting letter from a Winnipeg airman with a Canadian Squadron attached to the R.C.A.F., "somewhere in North Africa", was received



A group of Canadian Airmen await the opening of a canteen. Music and cribbage help to pass the time.



Men of the writer's flight march to a movie in Boufarik. This was their first show in North Africa.



The writer describes points of interest in Blida, Algiers, Boufarik, Kairouan and Sousse. Pictured above is a Square in Blida.



In Algiers, "with its sidewalk cafes and rows of palm trees", Canadian and English airmen form a queue for tea at the Y.M.C.A.

recently, and by kind permission of the recipient we are privileged to reproduce some of its contents. The letter was five feet in length, closely written in long hand on both sides, and attached to it by means of transparent tape were forty-three pictures taken by the writer. The eight selected for reproduction here were thought to be of greatest general interest to our readers, and of particular interest to those whose sons and brothers are in the same theatre of war.



On his first trip to Algiers the writer snapped the above waterfront scene in this Mediterranean port.



A mosque in the city of Algiers. In spite of its great age, the architecture seems quite modern.



A memorial park in Algiers. The monument is erected to the Frenchmen who fought in the last war. The lawns and flower-beds form a great French Cross.



Beggars are a common sight in Algiers. Here, amongst a group of natives listening to the music and chanting of blind beggars, two sailors watch with interest.



Your Winter Listening



**Lorelei Kilbourne,
"Big Town" Ace Reporter**

In the previous issue of "Manitoba Calling" we listed particulars of headline radio shows returning to the air for the 1943-1944 season. Now, in the month of October, we welcome the return of still more radio favourites, as well as several newcomers in our CKY-CKX schedules.

Fibber McGee and Molly, one of radio's most popular comedy teams, returned on September 28th to their Tuesday evening spot, following a replacement during the summer months by "The Passing Parade". These veterans, Jim and Marian Jordan in real life, are now in their ninth radio season of this universally popular series. The time for "Fibber McGee and Molly" is again 8:30 - 9:00 p.m. every Tuesday.

On Wednesday, September 29th, the musical variety show that attracted a large audience in its Sunday afternoon broadcasts, returned to the air at its new time, 7:00 - 7:30 p.m. Wednesday evenings. Primarily a lively, lilting musical show, this new series of "Yesterday-Today-and-Tomorrow" presentations also tells the story of "radio gone to war". As the title implies, each broadcast brings listeners glimpses of radio as it was, as it is today, and as

it may be expected to be in the future.

The Lipton Tea Musicales commences its seventh season of Sunday afternoon broadcasts on October 3rd, at 5:00 - 5:30 p.m. In its presentation of "favourite melodies beautifully presented" the series will feature a new 25-piece orchestra under the direction of Jean Deslauriers, with the talented vocalist, Muriel Birkhead and a male choir of twelve outstanding Canadian voices.

Another series of thrilling dramas is in store for our listeners with the return to the air of "Big Town" on Tuesday, October 5th. Steve Wilson, editor of a "Big Town" newspaper, and Lorelei Kilbourne, his glamorous aid and ace reporter, will provide many exciting moments as they track down criminals, expose crooked politicians, and battle against subversive elements and fifth column activities. Listening-time for "Big Town" is 7:00 - 7:30 p.m. Tuesdays.

A full hour of headline entertainment will be presented on five successive weeks, commencing Wednesday, October 6th, when the curtain goes up on the first Fifth Victory Loan broadcast. As in the previous loans, many big-name stars of the radio and movie world will appear before Canadian microphones in



**Charles Jordan,
"Voice of Victor" baritone**

support of the Fifth Victory Loan. CKY-CKX listeners will hear the programmes at 8:00 - 9:00 p.m. Wednesdays.

Thursday, October 7th, marks the return of the "Voice of Victor" at 7:00-7:30 p.m. Robert Farnon, Canada's brilliant young composer, will again direct the 27-piece Victor Orchestra in interpretations of light opera, classical music and popular songs. Charles Jordan will be presented as baritone soloist in the series, and still another feature will be the choral arrangements of the vocal ensemble. Each "Voice of Victor" programme will include a dramatic sketch selected from the works of famed authors.

A new programme makes its debut on Friday, October 8th, at 7:30 - 8:00 p.m., when the "Musical Mailbag" presents its opening show to Canadian listeners. Music in the "Musical Mailbag" will be under the direction of Bert Niosi, Canada's King of Swing and "one-man-band". Lovely Doris Ord will act as mistress-of-ceremonies, with Todd Russell announcing. "Musical Mailbag" also offers listeners a chance to share in generous War Savings Certificates awards each week.

Following a period of several weeks entertaining the troops in the Middle East war zone, Jack Benny will return for another season on-the-air on Sunday, October 10th. Just what a hit Jack is making with the boys in that war theatre is shown by a report that he is delaying the opening of his regular radio season in order to stay on an extra week with the forces. The "Jack Benny Show" will again be heard at 6:00 - 6:30 p.m. Sundays.

A new Saturday evening programme, "Jolly Miller Time", will feature the comedy-team of Al and Bob Harvey, with Anna Russell, Alan Savage and an orchestra and chorus under the direction of Howard Cable. Time for this new presentation will be 7:00 - 7:30 p.m. commencing Saturday, October 16.



**Jack Benny,
Back from the Middle East**

RECOMMENDED LISTENING

The Eaton Good Deed Radio Club returns to the air for its fifth consecutive season on Saturday, October 2nd.

Bringing all the freshness and enthusiasm of youth, the Good Deed Radio Club will again present the boys' and girls' choirs, under the direction of Mr. and Mrs. J. Roberto Wood. Other talent for the programmes will be drawn from weekly auditions, under the supervision of Miss Lenore Vassie, Club secretary. Miss Ruth Gordon is again accompanist for the soloists and choirs. Kerr Wilson, of the CKY announcing staff, will be master of ceremonies, and Programme Director Herb Roberts is in charge of production.

The Eaton Good Deed Radio Club is presented on CKY every Saturday at 10:30 - 11:00 a.m.



Prisoners of War Packing Plant

Largest in Canada, the Red Cross Prisoners of War Packing Plant in Winnipeg, is turning out food parcels to be sent overseas at the rate of forty-four hundred a day. The Winnipeg plant is the only one in Western Canada, others being located in Toronto, Windsor, Montreal and Hamilton.

All packing is done by women volunteers working five days a week. Among organizations represented regularly are the Central Volunteer Bureau, the Cameron Highlanders Auxiliary, Anglican and United Church women's groups, and the Ladies' Auxiliary of the Winnipeg Grenadiers. Members of the Catholic Women's League make boxes every day of the week.

The plant is a most business-like place. It was equipped especially for packing the food parcels, and it is the most up-to-date in Canada. There are two long conveyor belts, and the boxes ride along on these, being filled on the

way. The women stand in the same places and pack only one item in each box. For instance, one woman might have the job of placing a tin of powdered milk in the box. As each box rides past she places the tin in exactly the same position in every box. Farther along, another woman will put in a tin of jam, and another adds the package of cheese, and so on, until the final item, a tin of sardines, completes the packing of the box.

All items in the food parcels are especially selected for their nutritive values. Milk chocolate, raisins, tinned butter and corned beef are among the foods most appreciated by our boys who have fallen into enemy hands. Thousands of acknowledgment cards, which are included in the parcels, signed by prisoners, have been returned to the Canadian Red Cross, proof that the Red Cross insignia means safe conduct for the boxes through enemy territory.

Pictured on these pages are the various stages of the packing of Red Cross prisoners of war parcels. (1) Each volunteer packs one item in the boxes as they pass along the conveyor belt. (2) Here the boxes are made up and stapled, ready for filling. (3) Supplies are kept at hand for the workers at the conveyor belt. (4) When packed, the boxes arrive at this section to be sealed. (5) After sealing, the boxes are packed into cases for overseas shipment. (6) Completed cases, containing sixteen boxes, are loaded on to trucks for delivery to the freight sheds.

The parcels are shipped by sea to Lisbon, in Portugal, and thence by sea on Red Cross ships to Marseilles, by train to Geneva, where they are taken into the great warehouses of the International Red Cross, prior to distribution in enemy countries.

Almost nine hundred Manitoba boys are prisoners of war. Prisoners of the Germans and Italians receive these food parcels regularly, one every week. Some parcels have been sent to the Far East, the latest shipment being sent when the exchange ship the Gripsholm sailed early in September.

Twenty-two thousand food parcels are packed in Winnipeg every week, a fine example of Red Cross workers' ability and willingness. Many of the women working at the packing plant have relatives in prison camps, and it must be a great satisfaction to them to know that perhaps a son or husband might one day be eating the food they pack.





"Manitoba Calling"



National School Broadcasts



R. S. Lambert,
CBC's Supervisor of Education

The school season in radio opens on the CBC's National Network on Friday, October 8th, with an introductory programme outlining the series to follow.

Radio is not, and has never claimed to be, a substitute for teaching, but it can give aid to the educational process, by interesting and stimulating students. This it can do by bringing the outside world, with its current events, personalities and experts into the classroom, and by investing the topics it touches with an air of freshness and authority.

The use of radio in school also gives children a chance to listen under guidance, and so trains them to discriminate in their choice of programmes outside school. Following the successful presentation last winter of an experimental series of National School broadcasts, in which the Provincial Departments of Education participated, the CBC is again continuing and, where possible,

expanding its programme of national school broadcasts. These will be presented daily, Monday to Friday, at 11:30-12:00 a.m. (CKY-CKX), and each will be of one-half hour's duration.

The broadcasts to be presented on Fridays, from October, 1943 to April, 1944, will include "My Canada", a series of imaginative interpretations of each of the nine provinces; "The Way of Free Men", a dramatization in simple terms of some of the principles of democracy; and "Proud Procession", a series of programmes on pioneers in various fields of Canadian achievement. Each broadcast will be preceded by a brief review of the week's news, specially prepared for students by the CBC Newsroom.

Since 1940 the CBC has collaborated with the American School of the Air, Columbia Broadcasting System, in two ways: (a) by Broadcasting on the CBC National Network one or more of the courses offered by the school; (b) by contributing to the courses programmes representing Canada. This year the CBC will present three courses from the American School of the Air, "Science at Work" on Mondays, "New Horizons" on Wednesdays and "Tales from Far and Near" on Thursdays.

The Tuesday broadcasts will be devoted to the Junior Music series, the first of which will be heard on October 5th. In presenting these, the Manitoba Department of Education will collaborate with the Education Departments of Saskatchewan and British Columbia.

In an effort to encourage teachers to play a more active part in the planning and working out of school broadcasting, the CBC will award a prize of a \$50.00 War Bond to the teacher submitting the best radio script of the book "The Ship that Flew", by Hilda Lewis. Full particulars of this contest will be found in the CBC School booklet, "Young Canada Listens", copies of which are available free of charge to teachers on application to the CBC, 55 York Street, Toronto.



J. B. Priestley

BBC Radio Newsreel

Early in September the BBC Radio Newsreel, formerly a half-hour programme shortwaved from the BBC in Great Britain and heard every night in Canada, was shortened to fifteen minutes. The remaining quarter hour is now devoted to other BBC features of current interest to Canadian listeners.

On Sundays, following the Newsreel, Canadian and American news editors and others in Great Britain are heard in "North American Guest Night", a BBC talks programme. For some months past this feature has been heard in the BBC's North American Transmission, and it is now regularly scheduled on the National Network of the CBC at 10:15 p.m. (CKY-CKX).

From Mondays to Thursdays, inclusive, this same period is devoted to an analysis of the day's news by J. B. McGeachy, BBC news commentator. Mr. McGeachy is a Western Canadian newspaperman who went to Great Britain in 1938, joined the staff of the BBC on the outbreak of war, and is now well known to Canadian listeners for his

news commentaries from overseas.

The Friday period following the Radio Newsreel is given to "Current Events", again a review of the news-of-the-day as seen from the Empire's capital.

J. B. Priestley, well known and popular author, dramatist, and frequent broadcaster in the BBC's Overseas Service, is heard in the Saturday evening periods.

Thus, while retaining a condensed version of its former presentation the BBC Radio Newsreel now has, in addition, daily fifteen-minute commentaries on the progress of the war for the information of its great family of listeners. The programmes are heard daily at 10:00-10:30 p.m. (CBC-CKY-CKX).

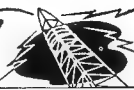
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Pictured below is a rehearsal in a BBC productions cubicle. Lawrence Gilliam, in charge of "features programmes", discusses a scene with Burgess Meredith, film star, (now a Lieutenant of the Air Transport Command, U.S. Army). D. H. Munro, of the BBC Productions Department, and Miss Fay Sanford, one of the junior Programme Engineers who are taking the places of men during the war, are rehearsing recorded sound effects for the production.





"Manitoba Calling"

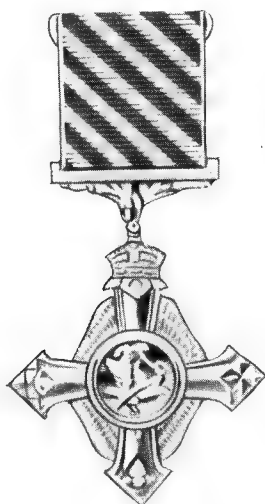


This is the second in a series of Service Decorations in tribute to the gallant deeds of members of our armed forces.

. . . For Gas

AIR FORCE CROSS, A.F.C.

Year 1918. Ribbon: Alternate diagonal stripes of red and white.

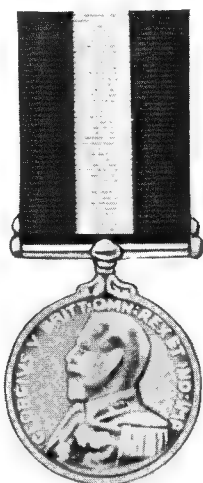


The Air Force Cross is awarded to officers and warrant officers for acts of courage and devotion to duty when flying, though not in active operations against the enemy, and to civilians who render distinguished service to aviation in actual flying. As in the case of the D.F.C., the Cross is a highly artistic creation of silver. Three of the limbs terminate in points, the fourth and upper one terminating in an Imperial Crown, to which a clasp is attached. A central medallion bears a figure of Hermes mounted on a hawk, and holding, with outstretched hand, a circular wreath. The letters G.V.R.I. appear one on each limb of the cross.

CONSPICUOUS GALLANTRY MEDAL, C.G.M.

Year 1874. Ribbon: White edged with blue.

This Medal is bestowed for conspicuous gallantry in action with the enemy, to petty officers and men of the Navy, and non-commissioned officers and men of the Royal Marines. It is the naval counterpart of the Army medal for Distinguished Conduct in the Field. The C.G.M. was originally sanctioned for the Crimean War only, but



since its reinstitution in 1874 it is available for any war. The Medal is of silver, and bears on the obverse the effigy of the Reigning Sovereign, with the inscription "For Conspicuous Gallantry". The ribbon, originally similar to that of the D.S.C., was altered in 1921 to white, edged with narrow blue stripes.

AIR FORCE MEDAL, A.F.M.

Year 1918. Ribbon: White and red in narrow diagonal stripes.

The Air Force Medal follows the particulars mentioned for the Air Force Cross, but is awarded to non-commissioned officers and men who perform acts of courage and devotion to duty when flying though not in active operations against the enemy, and may also be granted to civilians who render distinguished service to aviation in actual flying. The obverse of the Air Force Medal is similar to the Distinguished Flying Medal. The reverse bears a representation, within a wreath of laurel, of Hermes mounted on a hawk in flight, bestowing a wreath. The clasp, consisting of two outspread wings, is also like that of the Distinguished Flying Medal.



DISTINGUISHED FLYING MEDAL, D.F.M.

Year 1918. Ribbon: White and violet in narrow diagonal stripes.

The Distinguished Flying Medal is a silver medal awarded to commissioned officers and non-commissioned officers and men who perform acts of courage and devotion to duty when flying in actual operations against the enemy. The obverse of the medal is similar to the Air Force Cross, but the reverse bears a representation, within a wreath of laurel, of Hermes mounted on a hawk in flight, bestowing a wreath. The clasp, consisting of two outspread wings, is also like that of the Distinguished Flying Medal.

For Gallantry

Ribbons of the Decorations illustrated here are worn in the following sequence: A.F.C., C.G.M., D.S.M., M.M., D.F.M., A.F.M.

MEDAL, A.F.M.

Ribbon: White arrow diagonal

Force Medal follows particulars mentioned in Air Force; awarded to commissioned officers who perform acts of devotion to duty in flying through operations in actual combat, and may be awarded to civilians distinguished in actual combat. The obverse of the medal is similar to the Distinguished Flying Medal. The reverse bears a representation of Athena Nike seated on an aeroplane, a hawk rising from her right arm above the words "For Courage". The suspension clasp is fashioned in the shape of two outspread wings. The award of the Distinguished Flying Medal entitles the recipient to use the initials D.F.M. after his name.

DISTINGUISHED FLYING MEDAL, D.F.M.

Year 1918. Ribbon: White and violet in narrow diagonal stripes.

The Distinguished Flying Medal is granted to non-commissioned officers and men for an act or acts of valour, courage or devotion to duty performed when flying in active operations against the enemy.

Of silver, and oval-shaped, the Distinguished Flying Medal bears the Royal Effigy on the obverse, and on the reverse, within a wreath of laurel, a representation of Athena Nike seated on an aeroplane, a hawk rising from her right arm above the words "For Courage". The suspension clasp is fashioned in the shape of two outspread wings. The award of the Distinguished Flying Medal entitles the recipient to use the initials D.F.M. after his name.

MILITARY MEDAL, M.M.

Year 1916. Ribbon: Dark blue, with white and crimson stripes in the centre.

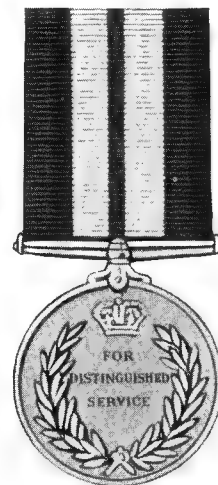
Instituted by King George V. the Military Medal is awarded to non-commissioned officers and men of the Army for individual or associated acts of bravery brought to notice by the recommendation of a Commander-in-Chief in the Field. A supplementary announcement later in the same year stated that the



Military Medal "may, under exceptional circumstances, on the special recommendation of a Commander-in-Chief in the Field, be awarded to women, whether subjects or foreign persons, who have shown bravery and devotion under fire". The Medal, which is silver, bears on the obverse the Royal Effigy, and on the reverse the words "For Bravery in the Field".

DISTINGUISHED SERVICE MEDAL, D.S.O.

Year 1914. Ribbon: White, edged with blue, narrow blue stripe in centre.



Issued at the time of the institution of the Distinguished Service Cross, this medal is awarded to petty officers and men of His Majesty's Navy and to non-commissioned officers and men of the Royal Marines, and all other persons holding corresponding position in the naval forces, who may at any time show themselves to the fore in action, and set an example of bravery and resource under fire, but without performing acts of such pre-eminent bravery as would render them eligible for the Conspicuous Gallantry Medal. The Distinguished Service Medal is of silver, similar in design to the C.G.M., but bearing the inscription "For Distinguished Service".





"Manitoba Calling"



FRIDAY EVENING EXCHANGE PROGRAMME

A series of six reciprocal programmes is currently scheduled at 9:30 p.m. (CBC—CKY—CKX), in which the people of Britain and Canada are drawn closer together through the medium of radio.

The series is designed to display the common heritage of the two countries as it has expressed itself in each, during the years of this war.

The programmes being broadcast as a "Canada to Britain" feature deal with three aspects of the Canadian scene. They are: "In Search of Ourselves", "A Spacious Land", and "We Are in the War Plants Now". These are heard in Canada on alternate Fridays, and are heard on the BBC home service the following day.

The remaining three programmes in the series are being beamed from "Britain to Canada". These include: "Scottish Heritage", "Heart of Britain" and "Spearhead of Attack".

At the time of going to press two of these exchange programmes have been broadcast in the Friday evening period, and for those who may have missed them, we recommend the four episodes remaining in the series.



"Dollars for Scholars"

.... on CKX

Studio A at CKX Brandon is once again the scene of the weekly intellectual tilt, as "Dollars for Scholars" commences another season of broadcasting.

Again sponsored by McGavin Bakeries Ltd., this popular quiz-show will feature not only school teams, but also teams from service clubs, civic bodies and military and air force personnel.

"Dollars for Scholars" is heard on CKX every Monday at 7:30-8:00 p.m.



BUY VICTORY BONDS!

UNIVERSITY LECTURES ON CKY-CKX

Continuing a policy of many years the "University on the Air" will again be presented as a regular part of our CKY—CKX schedules, in a series of broadcasts commencing on Monday, October 4th.

The "University on the Air" will be broadcast each Monday, Wednesday and Friday over stations CKY, Winnipeg and CKX, Brandon, at 5:15-5:30 p.m. A fourth weekly fifteen-minute period will be heard on CKY only, at 11:15-11:30 a.m. Saturdays.

During the month of October the Monday broadcasts will be devoted to "Founders of Canada", the stories of men who played a part in Canadian history from the time of Confederation. The Wednesday series will bring listeners a topical discussion of some of the problems of town planning, under the general title "Let's Plan Our Towns". The Friday broadcasts, "They Saw a Better World", will consist of studies of the Utopias proposed by Plato, Rabelais, Swift and others, with their relation to present schemes for our post-war period.

Other topics of general interest will follow the above mentioned during the course of the radio season.

The Saturday morning broadcasts, commencing October 9th, will consist of informal talks dealing with questions raised by the radio audience and the public. These periods will be known as "The University Question Box".



"The Army Speaks"

In "The Army Speaks" the Department of National Defence has made available a series of human stories about the Army. Listeners are told, by means of dramatized flash-backs, how the men pass through the hands of Army examiners, and how they are fitted into their proper places in the Army.

"The Army Speaks" is presented on CKY by City Hydro, at 10:30-11:00 p.m. every Wednesday.

Manitoba Landmarks

PEGUIS

Chief of the Salteaux Indians

In Kildonan Park, just north of the Pavilion, stands a monument to Peguis, perhaps the best known of all Manitoba's Indians. Peguis was chief of the Salteaux who inhabited part of the land in the proximity of the Red River Settlement. He was noted for his friendship for the whites, and particularly for the Selkirk Settlers.

Before and after the disastrous affair at Seven Oaks, when Governor Semple and a band of Selkirk Settlers were killed, the great influence of Peguis in behalf of the Settlers did much toward the perpetuation of the Colony. It was in great part due to his protection that the survivors of the settlement got safely on their way to Jack River, where they remained for a time.

In 1817, Lord Selkirk, whom the Indians called Silver Chief, held a conference at which Peguis was a signatory to a treaty made with the Indians whereby they released the lands from any future claims. Chief Peguis proudly carried with him, wherever he went, a letter from Lord Selkirk testifying to his great services. The famous letter reads as follows:—

"The bearer, Peguis, one of the principal chiefs of all the Chipeways or Salteaux of Red River has been a steady friend of the Settlement ever since its establishment and has never deserted its cause in its greatest reverses.

"He has often exerted his influence to restore peace, and having rendered most essential services to the Settlers in their distress, deserves to be treated with favour and distinction by the officers of the Hudson's Bay Company and

by all friends of peace and good order."

(Signed) Selkirk,
Fort Douglas, July 17, 1817.

This letter was supported later by one written by Sir George Simpson, written on a square of buffalo hide. Peguis was also given a small pension by the Hudson's Bay Company.

The beautiful monument to the memory of Chief Peguis, erected by the Lord



Selkirk Association of Rupert's Land in 1923, bears the following inscription:

"In memory of Peguis, chief of the Salteaux Indians, and in grateful recognition of his good offices to the early settlers. One of the first converts to Christianity of his race; he died in 1864 and his body rests in the old cemetery of St. Peter's Church, near Selkirk, where he was a devout worshipper.

"Peguis has been a steady friend of the Settlement ever since its establishment, and has never deserted its cause in its greatest reverses.—Lord Selkirk, 1817."



"Manitoba Calling"



CKY PROGRAMMES

Radio programmes are subject to change without notice. The following items are listed as a guide to some of the most popular features. For more details see Winnipeg daily newspapers. Daily programmes are shown in heavy type. Those marked * run on weekdays. Those marked † are on weekdays except Saturdays. All times Central Daylight.

SUNDAY

- 9.00—CBC News—CBC.
- 9.30—Travel and Adventure Talk—CBC.
- 9.45—Sunday School of the Air.
- 10.00—Neighborhood News—CBC.
- 10.15—Prairie Gardener—CBC.
- 10.30—Music by Marais—CBC.
- 11.00—Church Service.
- 12.25—News.
- 12.30—Sonata Recital—CBC.
- 1.00—CBC News—CBC.
- 1.15—Anzac News Letter—CBC.
- 1.30—Religious Period—CBC.
- 2.00—New York Philharmonic Orch.—CBC.
- 3.30—Church of the Air—CBC.
- 4.00—CBC News and Discussion Club—CBC.
- 4.30—Comrades in Arms—CBC.
- 5.00—Lipton Tea Musicale—CBC—Lipton Tea
- 5.30—Behind the Headlines.
- 5.45—BBC News—CBC.
- 6.00—Jack Benny—Gen. Foods Ltd.—CBC.
- 7.00—Church Service.
- 8.30—American Album—CBC—Bayer Aspirin.
- 9.00—CBC News—CBC.
- 10.00—BBC News Reel—CBC.
- 10.30—Just a Song—CBC.
- 11.00—Music from the Pacific—CBC.

MONDAY

- * 7.00—News and Band Revue.
- * 7.30—News.
- * 8.00—CBC News—CBC.
- † 8.05—Carrier's Corner.
- † 9.30—Jean Hinds—CBC.
- † 10.00—Road of Life—CBC—Chipso.
- † 10.30—Soldier's Wife—CBC—W.P.T.B.
- † 10.45—Lucy Linton—CBC—Sunlight Soap.
- 11.00—BBC News—CBC.
- † 11.15—Big Sister—CBC—Rinso.
- 11.30—Studio Strings—Man. Tel. System.
- † 12.15—The Happy Gang—Col. Palm.—CBC.
- † 12.45—They Tell Me—Dept. of Finance—CBC.
- † 1.00—News and Messages.
- † 1.30—CBC Farm Broadcast—CBC.
- † 2.00—Woman of America—CBC—Ivory.
- † 2.15—Ma Perkins—CBC—Oxydol.
- † 2.30—Pepper Young's Family—CBC—Camay.
- † 2.45—Snow Village—CBC—P. and G. Soap.
- † 3.15—CBC News—CBC.
- † 3.18—Topical Talks—CBC.
- † 4.00—Front Line Family—CBC.
- 5.00—Men in Scarlet—Lowney's.
- 5.15—University Lecture.
- 5.45—Durham War Stamp Prog.—Bee Hive.
- 6.15—Easy Aces—Anacin Co.
- † 6.30—CBC News.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.00—The Victory Parade—Coca Cola—CBC.
- 7.45—Souvenirs of Song—CBC.
- 8.00—Lux Radio Theatre—Lever Bros.—CBC.
- 9.00—CBC National News—CBC.
- 9.15—Canadian Roundup—CBC.
- 10.00—BBC News Reel—CBC.
- 10.30—Harmony House—Nabob Prod.—CBC.
- 11.00—Strings, Songs and Swing—CBC.
- 11.30—News—Time and SIGN OFF.

TUESDAY

- 9.15—Peggy's Point of View.
- 9.45—The Voice of Inspiration.
- 5.00—Secret Service Scouts—Can. Starch.
- 6.45—Lum and Abner—Alka Seltzer.

- 7.00—Big Town—Sterling Products.
- 7.30—Alan Young—CBC—Tucketts.
- 8.00—John and Judy—Lamont Corliss—CBC.
- 8.30—Fibber McGee—CBC—S. C. Johnson.
- 9.15—Treasure Trail—CBC—Wm. Wrigley.
- 9.45—War Correspondent—Can. Marconi.
- 10.30—The Latin Americans—CBC.
- 11.00—Concert Ramblings—CBC.

WEDNESDAY

- 11.30—Studio Strings—Man. Tel. System.
- 5.00—Men in Scarlet—Lowney's.
- 5.15—University Lecture.
- 5.45—Durham War Stamp Prog.—Bee Hive.
- 7.00—Yesterday-Today-Tomorrow—R.M.A.
- 7.30—The Production Front—CBC.
- 8.00—Victory Loan Show—Dept. Finance.
- 9.15—Peoples on the March—CBC.
- 10.30—The Army Speaks—City Hydro.

THURSDAY

- 9.15—Peggy's Point of View.
- 5.00—Secret Service Scouts—Can. Starch.
- 6.15—Movie Preview Time—Gruen Watch
- 6.45—Lum and Abner—Alka Seltzer.
- 7.00—The Voice of Victor—R.C.A. Victor—
- 7.30—Aldrich Family—CBC—Gen. Foods.
- 8.00—Kraft Music Hall—CBC—Kraft Cheese.
- 8.30—Fighting Navy—CBC—B.A. Oil.
- 10.30—We Shall Have Music—CBC.
- 11.00—Drama—CBC.

FRIDAY

- 5.00—Men in Scarlet—Lowney's.
- 5.15—University Lecture.
- 5.45—Durham War Stamp Prog.—Bee Hive.
- 6.00—War Correspondent—Can. Marconi.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.00—The Victory Parade—Coca Cola—CBC.
- 7.30—Musical Mailbag—CBC—Cash. Bouquet
- 8.00—Waltz Time—CBC—Sterling Products.
- 8.30—R.C.A.F. Quiz Show—CBC—R.C.A.F.
- 9.15—Headquarters Report—CBC.
- 9.30—Britain to Canada—CBC.
- 10.30—Drama—CBC.
- 11.00—Soliloquy—CBC.

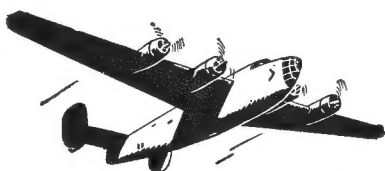
SATURDAY

- 9.00—CBC News—CBC.
- 9.15—Peggy's Point of View.
- 9.45—Morning Devotions—CBC.
- 10.30—Good Deed Club—T. Eaton Co.
- 11.15—University Question Box.
- 1.15—Roy Shields and Co.—CBC.
- 2.00—Symphonic Hour—CBC.
- 5.00—Saturday Serenade—CBC.
- 6.00—Clary Settell, the Old Observer—CBC.
- 7.00—Musical Memories—CBC.
- (Jolly Miller Time—Oct. 16.)
- 7.30—Share the Wealth—CBC—Col. Palm.
- 8.00—Eyes Front—CBC.
- 8.30—String Orchestra—CBC.
- 9.15—British Church Leaders—CBC.
- 9.30—King Edward Hotel Orchestra—CBC.
- 10.30—Dance Orch.—U.S. Centre—CBC.
- 11.00—Leicester Square to Broadway—CBC.

“The Ten Demandments”

In conjunction with the commencement of another season of National School broadcasts, an outline of which appears elsewhere in this issue, we present these ten rules for effective school listening. Directed particularly to teachers, they are taken from the Bulletin of The Wisconsin School of the Air.

- 1. Provide good receiving equipment.**
- 2. Try several programs, select those best suited to the grade level and interests of your pupils, then listen regularly.**
- 3. Obtain teacher manuals to guide utilization.**
- 4. Tune your radio and adjust the volume well in advance of the start of the broadcast.**
- 5. Listen attentively! Set a good example for the boys and girls.**
- 6. Follow the program with discussion or activity as needed to make the experience meaningful.**
- 7. Don't kill the pleasure of radio listening by compulsory note taking, excessive testing, or tiring routine.**
- 8. Don't expect the radio to do everything. Your skill in using the programs is all-important.**
- 9. Encourage parents to hear the broadcasts. They form an excellent link between school and home.**
- 10. Write to the broadcasters. They are entitled to your frankest criticism.**



*Speed
the
Victory!*

	Manitoba's Objective	Manitoba Attained
First Victory Loan	\$43,000,000	\$55,319,900
Second Victory Loan	45,000,000	66,422,300
Third Victory Loan	53,000,000	69,193,250
Fourth Victory Loan	75,000,000	89,366,400
FIFTH VICTORY LOAN	80,000,000	

MANITOBA WILL DO IT AGAIN!

